

READ THE ADS:
THEY ARE FULL OF NEWS
FOR YOU

VOL. 17, NO. 43

Zoning Plans Are Discussed By Whitnall

G. Gordon Whitnall, secretary of the Los Angeles City Planning Commission addressed the city trustees at their meeting on Wednesday night in regard to the proposed zoning ordinance. Mr. Whitnall has been retained by the city to prepare plans in accordance with which the ordinance may be drawn.

Mr. Whitnall did not go deeply into the subject, merely outlining the procedure. He took away with him the maps which had been furnished by the city, together with the data collected by Secretary Floyd of the Chamber of Commerce. He also said he would send two special investigators out this week to report in further detail on the distribution of residences and other features of the landscape.

City Hall Proposition

M. D. Welscher presented on behalf of the Fireman's Club a tentative proposition to provide city hall quarters in the club house. He said the club has been considering the erection of the building without the auditorium feature originally planned. Instead, he said, a ground floor store room was planned at the corner of Windsor Lane with the fire engine quarters at the west corner. Ample lobby space would be provided between for entrance to the city hall quarters which would occupy all the ground floor in the rear, with floor space about 60x60 feet. A fireproof vault would be included, with jail quarters also. For the second floor the club is considering construction which would permit renting for lodge or other purposes.

Under the proposed plan, Mr. Welscher said, the club would have in sight sufficient revenue to make possible financing the building to completion on a business basis. The rental suggested for the city hall quarters was \$80 monthly, which is only \$30 more than the city is now paying for very much smaller and very inadequate quarters. The trustees suggested that the club prepare plans more in detail and present a definite proposition.

Park Plans Delayed

No action was taken on the park bond election ordinance. Trustee Topping held out for an issue of \$22,000 or nothing. Trustee Richards was absent, and Trustees Mitchell, Sparks and Karicofe did not have enough votes among them to make the necessary four for passage, so no action was taken.

President Hawks and Secretary Floyd of the Chamber of Commerce presented some further estimates as to the cost of proposed improvements, indicating that the least possible amount for which the land could be purchased and improved was \$27,000. Suggestions to eliminate the two lots on Mariposa avenue, which were added to the original quadrangle, in order to give a basis of compromise on \$25,000 failed to budge Trustee Topping from adherence to the \$22,000 maximum.

CHRISTMAS PARTY PACKS CLUB HOUSE

Community Celebration Enjoyed By
Hundreds of Children
and Grownups

Packing the Woman's Club house to the limit and generating Christmas atmosphere to the saturation point "the community" turned out to enjoy its Christmas tree last Saturday night. The main floor was reserved primarily for the children, the older folk taking a back seat. While the result was not especially conducive to order, it did not interfere with enthusiasm.

Representing the Woman's Club and the Firemen's Club, Mrs. Milton Steinberger and L. Dietz told of the aims of those organizations which were trying through a common observance, to make the Christmas spirit of fellowship and good will a permanent community asset.

Chorus numbers were delightfully rendered by members of the Community Sing under leadership of Hugo Kirchhofer. The program was rounded out with numbers contributed by the Congregational Sunday School, which was highly commended by Mrs. Steinberger for foregoing its own entertainment in order to add to the community event.

Distribution of stockings containing candy, nuts and popcorn, together with a large number of individual presents which had been placed on the beautifully decorated tree, was made by Santa Claus in person.



WANT ADS IN THE NEWS
BRING
WONDERFUL RESULTS

FRIDAY, DECEMBER 29, 1922

'What's Wrong' Contest Arouses Keen Interest

Nothing has started so much discussion in a long time as the picture puzzle contest announced in last week's News. Many a person has picked up the picture and laid it aside after a glance, only to have the eye caught by some peculiar feature that did not look just right. In a moment they were "at it again," and by that time they were well started in the search to find "WHAT'S WRONG."

As a test of one's powers of observation, the picture simply cannot be beaten. It has received the commendation of many people in Sierra Madre as a means of practical education. It is worth anyone's while to study it from that standpoint alone.

"Better than a comic cartoon," is the verdict of many other readers. Several families report that they have spent evenings over the picture till their paper was worn out. When that is done, come to the News office and get another copy of the picture.

The first list of answers was in the News postoffice box Saturday morning. It had a hundred and several answers to "What's Wrong." The writers admitted they were pretty smart to get so many, and if you could see their list you would say so too. If they win first place they will get \$5 in cash. But if their answers had been accompanied by five subscriptions, their prize would be \$25 cash.

Chadwick Chandler was the first to bring in answers accompanied by a list of new subscriptions. He was bound to win the biggest prize if any, so he brought in ten new subscriptions entitling him to \$40 cash if his list wins first place.

CLARK-BURNS

Mrs. Emeline Holabird Clark and Thomas J. Burns were united in marriage on Wednesday, December 27, at the Holabird residence, 273 Sturtevant road, the impressive ceremony being performed by Rev. William J. Thompson. The marriage service was witnessed by a number of friends and relatives. After refreshments had been served, the happy couple left for a motor trip, followed by the hearty good wishes of their numerous friends.

Mrs. Burns is well known and very popular among a wide circle of friends in Sierra Madre and Los Angeles. She is the daughter of Mrs. William H. Holabird and has made her home here ever since her father, the late Col. Holabird built the family home in Sierra Madre, after retiring from active business life a number of years ago. The groom is the son of T. J. Burns of East Laurel avenue, and was formerly engaged in business in the Philippines. He returned to this country recently and expects to remain permanently in the United States.

AUNTIE CHLOE AIN'T SKEERED

Winter am comin'
Comin' fas',
But I got yams
'Nuff to las'.
Wolf, why yo' howlin'
Roun' my do'?
I got twenty washin's—
Could git mo'—
'Nuff to buy hog-meat
An' apples fer pies;
Go way, wolf,
I advertise! —Life.

SIERRA MADRE WOMAN'S CLUB

New Year's Ball

Because of the fact that New Year's Eve, comes this year on Sunday evening, the annual New Year's Ball, given by the Woman's Club, will be held on New Year's night. Mrs. F. B. Seeley, will be in charge and numbers of patrons and patronesses will add their presence and prestige. The Fletcher orchestra will furnish the music, and the club parlors will be reserved for those desiring an evening of cards in preference to dancing. Light refreshments will be served, and the affair bids fair to sustain its reputation of being the prettiest party of the club year.

F. J. FOORD ANSWERS SUDDEN SUMMONS

Well Known and Respected Citizen
Passes in Midst of Season of
Christmas Cheer

Frank J. Foord, deputy county assessor and a resident of Sierra Madre for eight years, passed away Sunday morning. The end came without any warning, as Mr. and Mrs. Foord were in the midst of preparations for a happy Christmas season.

As Mr. Foord had been in the best of health, to all outward appearance, news of his death came as a severe shock to his many friends. County Autopsy Surgeon Wagner attributed death to chronic nephritis.

Mr. Foord was a native of Belvidere, Ill. He spent most of his active business life in Mason City, Iowa, where he was engaged in the grocery business and was highly respected. Since coming to Sierra Madre he had taken up fruit growing. For several years past he served as local assessor, in which position he acquired a wide acquaintance and won a host of friends by his kindly manner and helpful attitude.

Early in life Mr. Foord united with the Baptist Church. He devoted many years to the Sunday School and other forms of Christian work, as well as taking a keen interest in civic affairs.

Mr. Foord was 66 years of age. In addition to his devoted wife, he leaves a son, a daughter and an adopted daughter. Funeral services were conducted Wednesday morning at the family home, 250 S. Sunnyside Ave., by Rev. Dr. W. H. Rawlings.

VARIETY OFFERED AT THE COLONIAL

Film stories to suit every taste are offered by Manager Alexander at the Colonial Theater in Monrovia next week. "Affinities," is the opening number, a typical story by Mary Roberts Rinehart with a lot of situations such as only she could invent. Colleen Moore and John Bowers have the leads. Wallace Reid in "Thirty Days" comes on Monday and Tuesday. It is a farcical comedy concerning a chap whose intentions are always misunderstood and who spends thirty days in jail rather than face other consequences for one of his acts.

For Wednesday and Thursday "The Face in the Fog" with Lionel Barrymore and Seena Owen is full of thrills from start to finish. There's romance in it too. "White Shoulders" comes on Friday, with Katherine McDonald starring in one of her finest roles. Harry Carey winds up the week's bill on Saturday in "The Kick-Back." It is a gripping tale of a cowboy and his fight for his property and his girl. Every bill is rounded out with comedy, news and other good features.

VALLEY BOOSTERS HERE TUESDAY

Annual Banquet of Associated Chambers of Commerce to be in
the City Next Week

The Sierra Madre Chamber of Commerce will entertain the San Gabriel Valley Associated Chambers of Commerce at their regular monthly meeting next Tuesday evening at the Woman's Club House. Over two hundred Chamber of Commerce members in the San Gabriel Valley will be present at this meeting.

The meeting will be preceded by a dinner served by the Sierra Madre Woman's Club and a short musical program furnished by local artists. The program of the meeting proper is in charge of the entertainment committee of the Associated Chambers. The local Chamber of Commerce being limited to thirty-five tickets, it will have to be a case of first come, first served. Practically all of the tickets have been taken, so those desiring any of the few remaining tickets will be allotted them in order of their application. Tickets are \$1.00 each.

Past experience insures that the dinner served by the Woman's Club will be excellent and that the program provided will be most interesting.

1922 Building Operations Total Nearly \$400,000

Building operations in Sierra Madre approached very closely to the \$400,000 mark during 1922.

These figures are based in permits issued by the city building inspector from January 1, when the new building ordinance took effect, to the present date. Permits amounted to \$323,765. In addition there should be included a considerable amount of work which was started just prior to the adoption of the ordinance. There was also much work in progress on January 1, and completed during the present year.

The most conspicuous buildings which belong to the 1922 program, but which do not appear in the permit lists were the Belohlavek garage, the C. S. Kersting block of five stores, and the Wilson block of two stores, occupied by Poage's Pharmacy and the Venture Inn, and the Bergien, Cabot & Schmitt undertaking parlors.

While the list of permits includes additions amounting to \$25 or over, the greater part of the total is represented by residences costing from \$1000 to \$5000. The total was not boosted by any large single enterprise, the largest item being that of the additions to the public school which did not amount to \$20,000 all told.

These figures represent a normal, healthy growth in Sierra Madre. Homes have been in demand throughout the year, and continue so, showing that there is no semblance of a boom or overbuilding in any degree.

In the list of permits taken from the records of Inspector Udell, for the last half year, some are shown in the name of the contractor who took out the permit. The list is as follows:

July
C. B. Reas, 223 San Gabriel... \$ 150
F. E. Ritter, Canyon Park... 1200
G. A. Leaming, Woodland Drive... 100
J. J. Sammon, 78 E. Highland... 250
H. G. Seifert, 249 N. Hermosa... 1000
Martha Lichnag, 42 Esperanza... 250
E. M. Bruce, Canyon Park... 100
Claude Vedder, 61 W. Highland... 50
O. F. Russell, 145 E. Montecito... 1300
E. W. Ward, Canyon Ave... 1500
Nathan Goldburge, 20 N. Bald'n... 300
F. C. Lehmer, 242 W. Central... 150
Dr. W. H. Stemmerman, 355 Auburn... 1500
T. M. Webster, 143 N. Lima... 2500
Claude Vedder, W. Laurel... 300
L. A. Stolp, 38 Windsor Lane... 250
Total for month... \$10,900

August
O. Burns, 183 E. Laurel... \$ 2000
Victor C. Hill, 45 S. Lima... 2000
Claude Vedder, 256 N. Lima... 700
Mrs. W. E. Hufferan, Canyon Park... 250
W. E. Walker, Canyon Park... 1500
H. Lockhart, Cypress Court... 2000
H. Lockhart, Cypress Court... 200
D. G. Arthur, 381 Mariposa... 35
W. B. Herrington, 370 W. High... 150
Jas. A. Clarkson... 500
Geo. H. Clark, 113 N. Hermosa... 1150
Theo. Koch, 52 W. Laurel... 200
Mrs. May Johnson, Windsor L. C. Bom, 324 Sycamore... 250
J. W. Strickland, 41 N. Baldwin... 5000
G. W. Groth, 122 N. Baldwin... 3000
Total for month... \$19,135

September
C. P. Linhart, 193 E. Laurel... \$ 50
C. L. McRea... 1500
Louis Halstrom, Canyon Park... 2500
W. S. Pinkerton, 264 Santa Anita Court... 200
Mrs. M. T. Murray, 223 N. Mt. Trail... 100
Mrs. Linnott, 247 N. Hermosa... 500
Alvin Langley, 72 E. Montecito... 1200
Chas. Clark, 155 San Gabriel... 900

Miss Sue Krump of Glendale was the guest Wednesday and Thursday of Miss Lucile Sparks, at the home of her sister, Mrs. Convers L. Twycross.

E. H. Carpenter has been able to return to his duties in the post office this week, although he is not yet feeling up to par, after his attack of flu.

Mrs. Homer Glidden and children motored to Fillmore on Wednesday, where Mrs. Glidden participated in a musical program.

J. E. Jewett, Canyon Park... 75
L. Gilson, 42 W. Mira Monte... 500
Greer Caskey, 177 N. Lima... 1800
Mrs. Bertha Ouellet... 2700
O. E. Livingston, 301 Sturte... 5000
O. E. Livingston, 301 Sturte... 100
J. A. Parr, 148 W. Highland... 1500
G. I. Farman, N. Baldwin... 300
H. Shapiro, 170 N. Adams... 6800
Jas. Spears, W. Grand View... 2000
R. C. Kellogg, 31 E. Mira Monte... 4600
Anna S. Bacon, Canyon Park... 400
G. I. Farman, Sierra Place... 2500
Virginia Meyer, 372 W. High... 100
L. G. Bunker, N. Grove... 1000
C. C. Bergen, 81 Victoria... 250
Total for month... \$36,575

October
A. N. Adams, 2 N. Baldwin... \$ 100
J. A. Kramer, 149 N. Mt. Trail... 45
Mrs. C. Gunnes, W. Laurel... 1450
Peter Ranahan, Highland... 1000
Gertrude H. Hess, 136 W. High... 1000
Aug. Schutze, 363 Sycamore... 1400
Steve Petzel, Canyon Park... 50
A. J. Heimes, 299 Adams... 200
F. M. Kennard, 158 W. High... 150
F. M. Hildebrandt, 49 W. Live Oak... 50
M. F. Williams, 67 W. Mira Monte... 50
Geo. Clark, 98 E. Central... 500
Geo. Clark, 142 E. Central... 3000
Hildebrandt... 250
A. Moss, Canyon Park... 150
H. R. Wood, 255 N. Hermosa... 50
S. Petzel, Canyon Park... 100
Mr. Halstead, 58 W. Carter... 30
A. C. Mueller, 50 E. Alegria... 1000
W. E. Walker, 159 E. Montecito... 225
Dr. Clapham, Churchill Rd... 100
W. B. Corum, Sturtevant Rd... 1000
J. H. Parsons, 94 E. Laurel... 1400
F. M. Hildebrandt, 449 W. Mari... 80
Martha Rust, 389 Auburn... 2500
Mrs. A. Jensen, 177 N. Lima... 2000
Miss E. Kaplan, 306 W. Highl... 2500
Mr. Tibbets, 138 W. Montecito... 400
J. A. McCaleb, 291 Grove... 100
W. E. Doty, 246 N. Lima... 100
M. C. Parlin, 148 W. Montecito... 100
Total for month... \$21,080

November
J. Goldberg, 171 N. Adams... \$ 800
C. J. Beers, 168 E. Central... 4000
D. A. Hawk, Canyon Park... 800
Frank E. Cox, Canyon Park... 850
Mrs. Effie Cain, 290 W. Highl... 100
M. D. Welscher, Ramona... 2500
N. B. Wilson, Manzanita... 1900
H. Lambert, 58 W. Mira Monte... 125
C. Vedder, 258 N. Mt. Trail... 200
P. Ranahan, Victoria Lane... 2500
James Parr, 158 W. Highland... 100
Langershult, 650 W. Alegria... 1500
Katherine E. Hansen, Ramona... 1500
W. A. Evans, 397 W. Central... 500
Mrs. R. D. Hall, W. Central... 3000
Andrews & Hawks, W. Central... 3000
E. R. Gunnell, E. Highland... 2500
Total for month... \$25,875

December
F. M. Hildebrandt, W. Highland... \$ 250
F. H. Jones, 139 W. Live Oak... 500
W. H. Young, 311 N. Adams... 200
M. Lemmer, 257 Santa Anita... 50
Ada M. Smith, 158 W. Montecito... 1450
Warren Williams, 49 W. Live Oak... 600
T. H. Graham, N. Grove... 2000
G. H. Clark, 113 E. Montecito... 1800
F. P. Myers, 51 Esperanza... 500
Mary Moss, 145 Grove... 2500
Fred Bruza, 649 W. Montecito... 250
Geo. Norris, 297 W. Montecito... 250
Andrews & Hawks, W. Central... 3000
Max Kaufman, 337 N. Lima... 150
C. F. Gilmore, Canyon Park... 50
Wm. Wilson Co., W. Central... 400
R. E. Allen, 616 W. Highland... 300
Total for month... \$14,200
Total for year... \$327,765

Mrs. C. L. Drake is expecting her brother, Clyde Crimmell in company with Mrs. Crimmell and their two sons, to arrive today from Hartford City, Indiana.

Mr. and Mrs. George Preston of Harbor City had as their dinner guests from Sierra Madre on Christmas day, Mr. and Mrs. F. H. Hartman, Mr. and Mrs. Arthur Evans and son, Mr. and Mrs. Rudolph Hartman and son and Mr. and Mrs. Harold Pegler of San Fernando.

SING IS FACING GENUINE CRISIS

Continuance of Community Sing After
January Will Depend on
More Support.

As announced at the Community Sing and Christmas celebration last Saturday night there will not be a meeting of the Community Sing tomorrow night.

The sings will be resumed on Saturday night, January 6th, at the usual hour, 8 o'clock. The present financial condition of the sing will enable it to be continued through the month of January. But if the people of Sierra Madre are desirous of continuing the sing through the balance of the season it will be necessary for them to turn out to the various meetings and support it.

Due to the small attendance so far this season it has been impractical to take up any work farther advanced than last year. However if sufficient people will take advantage of the sing it is not too late to take up advanced work and give a creditable presentation towards the end of the season.

WILLIAM WILSON CO. ENTERS LOCAL FIELD

Taking out a permit for a real estate office at the northeast corner of Central and Sunnyside, the William Wilson Company of Pasadena has taken the first active step toward opening a branch office in Sierra Madre. It confirms rumors which have been current for some time.

It is understood the company will handle the E. A. Miller subdivision on which the office is to be located. It is also expected they will devote their attention to other high class property, both subdivision work and individual listings. This company is one of the most prominent in Pasadena, having a large clientele among the wealthy residents and visitors to that city. Local realty men express satisfaction at their entry into this field because it is expected to focus more attention on Sierra Madre and stimulate greater activity in real estate.

ANNUAL MEETING AND DINNER FOR MEMBERS

With the usual dinner and social features, the members of the Congregational Church will hold their annual meeting in the church parlors next Thursday evening, January 7. The ladies of the Aid Society will serve one of their famous dinners and the business session will follow. At this meeting it is customary for the officers of the church and auxiliary bodies to render reports of the preceding year and plans for the future are discussed. The newly elected officers then take up the management of affairs.

VENTURE INN CLOSES DOORS THIS WEEK

Much to the regret of its regular patrons and of a great many more irregular patrons, the Venture Inn was closed this week by Mr. and Mrs. Linscott, who have tried for the past eight months to prove that Sierra Madre needed and would support such a high class institution. They have had insufficient support to justify continuing the business on such a high plane and rather than lower the standard chose to give up the effort. Mr. Linscott has not announced plans for the future.

COOPER TAKES OVER REALTY BUSINESS

C. M. Cooper has assumed entire control of the real estate and insurance business conducted by him in partnership with Sylvester M. Ferris under the name of Ferris and Cooper. Mr. Ferris, who has spent many years in the banking business in the east, is retiring temporarily from active business. They announce that all accounts due the firm will be payable to Mr. Cooper at the old office, where Mr. Cooper will conduct the business.

CHAMPS SWING DRIVERS OVER SAN GABRIEL COURSE

Walter Hagan, British golf champion and Joe Kirkwood, the Australian champion, played Ernest and Hutt Martin at the San Gabriel Country Club last Friday afternoon. The champions won 3 and 2. The outstanding feature of the game was the wonderful driving of all four men, Hagan outdriving the others with a drive to 275 yards. The score for the

18 holes was, Hagan, 71; Kirkwood, 75; Hutt Martin, 74, and Ernest Martin, 76.

After the game Kirkwood gave a fine exhibition of fancy and trick shots in which he showed great skill.

Hagan thoroughly enjoyed the course and the beautiful live oaks, saying it was the best he had ever played on. Hagan will play here a number of times this week preparing for the Southern California championship game.

Professional Directory

F. P. MILLER, M. D.
Practice limited to diseases of the lungs and throat
Appointments made at any time.
Call Phone Blue 37

N. H. GOODENOW, M. D.
General Practice and Diseases of Throat and Chest, including Tuberculosis
Office, 71 North Baldwin Ave.
Phone Main 151

E. H. MACKERRAS, M. D.
Sierra Madre Office 8 N. Baldwin
Hours: Mon., Wed., and Fri. afternoons by appointment. Phone Blue 26. Pasadena office: Central Bldg. Phone Colo. 334. Res. Phone, Colo. 1191.

**Physician and Surgeon
E. L. JACKSON, M. D.**
161 N. Auburn St. Phone Green 3
Office hours: 10 to 12, 2 to 4
Residence, 89 N. Auburn
Phone Green 76

**PIANO INSTRUCTION
MRS. CECIL M. DEIST**
129 W. Montecity Avenue
Sierra Madre Branch
Sherwood Music School of Chicago

CURTIS H. GOODENOW
Special Agent
New York Life Insurance Company
Phone Main 151. Sierra Madre, Cal.
Residence, 65 N. Baldwin

J. TYRRELL RAILSBACK
Accountant
Systems installed Audits
Income Tax Returns
Part time bookkeeping accepted
233 W. Grand View

OSCAR RASBACH
Piano Pupils Accepted
Leschetizky Method
MONDAY AND THURSDAY
Phone Red 165
Res. 357 Sycamore Place

SAINT-CYR SANITARIUM
Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.
140 So. Hermosa. Phone Green 166

C. M. COOPER
Real Estate — Insurance
Red 22 14 N. Baldwin

JESSIE WARD
Landscape Gardener
Plans furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

LLOYD L. KREBS, M. D.
Sierra Madre Office, 4 N. Baldwin
Tues., Thurs., Sat.—11 to 12:30
Phone Main 60
Pasadena Office, 461 E. Colorado
Phone, Colo. 630
Residence, 415 Oak Lawn, So. Pas.
Phone, Fair Oaks 584

GEO. W. GROTH, D.O., M. D.
Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Avenue
Calls answered day or night
Phones: Blue 144; (Res.) Blue 73

MAY CULBERTSON LAIDLAW
Osteopathic Physician
Hours by Appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

Gilbert S. Bovard, M. D.
Hours 10-12:30
Office 8 N. Baldwin phone Main 160
Residence 159 W. Montecita Ave
Phone Black 47
Secretary's residence phone Blue 26

R. M. FINLAYSON
Architectural Designer
Plans & Specifications
389 Sturtevant Road
Phone Black 168

ALLEN T. GAY
Funeral Parlor

Established 1911
Allen T. Gay Ray A. Grant
Ambulance Service
Main 93 201 W. Central
Sierra Madre, Cal

**Cement and Rock Work,
Cesspools**
Art Cement Work, Fish Ponds Etc.
D. & J. BUCHAN
389 Sturtevant Road.
Phone Black 168

J. N. DE TEMPLE
The Carpenter and Builder
Cabinet work, Store Fixtures,
House and Roof repairing
Best grade work only. Estimates
536 Manzanita Phone Green 21

Expressing
Trips to and from Los Angeles.
Reasonable rates.
I. B. GOLDBERG
Phone Black 142 171 Adams

**INCOME TAX
RETURNS**
J. TYRRELL RAILSBACK
Accountant and Auditor
233 W. Grand View

TOURNAMENT OF ROSES PASADENA JAN. 1 MONDAY

ANNUAL FLORAL PAGEANT STAGED BY THE "CROWN CITY" ON NEW YEAR'S DAY

FOOTBALL GAME (East vs. West)
PENN. STATE vs. U. S. C.
New Tournament of Roses Stadium

BETTER START EARLY—AVOID LAST MINUTE RUSH
PACIFIC ELECTRIC RAILWAY

Church and Sunday School

Church of the Ascension

Rev. Wm. Carson Shaw, Rector
SUNDAY SERVICES

Holy Communion—8:00 a. m.
Sunday School—9:45 a. m.
Morning Prayer and Sermon—11:00
Evening Service—7:30 P. M.
Anyone desiring to worship at the Church of the Ascension will be cordially welcomed.

CONGREGATIONAL CHURCH

A Community Church, open to all who believe in the Lord Jesus Christ.
Rev. W. J. Thompson Minister.
Sunday School 9:45 a. m. Geo. Morgridge, Superintendent.
Adult Bible Class.
Junior and Senior Christian Endeavor Society, 6:30 P. M.
Church Services 11 A. M. and 7:30 P. M.
Midweek Prayer Meeting, Wednesday, 7:30 P. M.
You are invited.

UNITY TRUTH CENTER

Woman's Club House each Sunday 11 A. M. Practical Christianity as taught by Unity School of Kansas City and Home of Truth, Los Angeles. All are welcome.

BETHANY CHURCH

(Interdenominational)

Rev. W. H. Rawlings, LL. D., pastor.
Rev. U. M. Fox, assistant pastor.
Sunday School, 9:45 A. M., Doctor Boyd, superintendent.
Bible Class, Mr. C. E. Needham, teacher.
Young People's Service, 6:15 P. M.
Song Service and Preaching, 7:30 P. M.
Midweek Meeting, Wednesday 7:30 P. M. Welcome to All.

CHRISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave.
Morning Service 11 a. m.
Testimonial Meeting Wednesday 8 p. m.
Sunday School 9:30 a. m.
Sunday Service 11:00 a. m. Subject: "Christian Science."

ST. RITA'S CATHOLIC CHURCH

Rector, Rev. F. Woodcutter
Corner Baldwin and Alegria Aves.

Sundays and Holy Days of Obligation, masses at 7:30 and 9:00 a. m. Week days, mass at 7:00 a. m., during Lent mass at 7:30 a. m. Confessions Saturdays at 7:30 p. m. St. Rita's Grammar School, conducted by Sisters of St. Francis, teaches all grades to seventh grade inclusive.

CHURCH OF CHRIST

Will now meet each Lord's day at 28 N. Hermosa avenue, second door north of Gay's funeral parlors. 10 a. m. Bible study; 11 a. m. preaching service or talks by some of the brethren and communion. Come and study the Holy Scriptures with us, which are able to make you wise unto salvation. Everyone welcome.

By special request the Christmas music will be repeated at the morning service in the Church of the Ascension next Sunday morning.

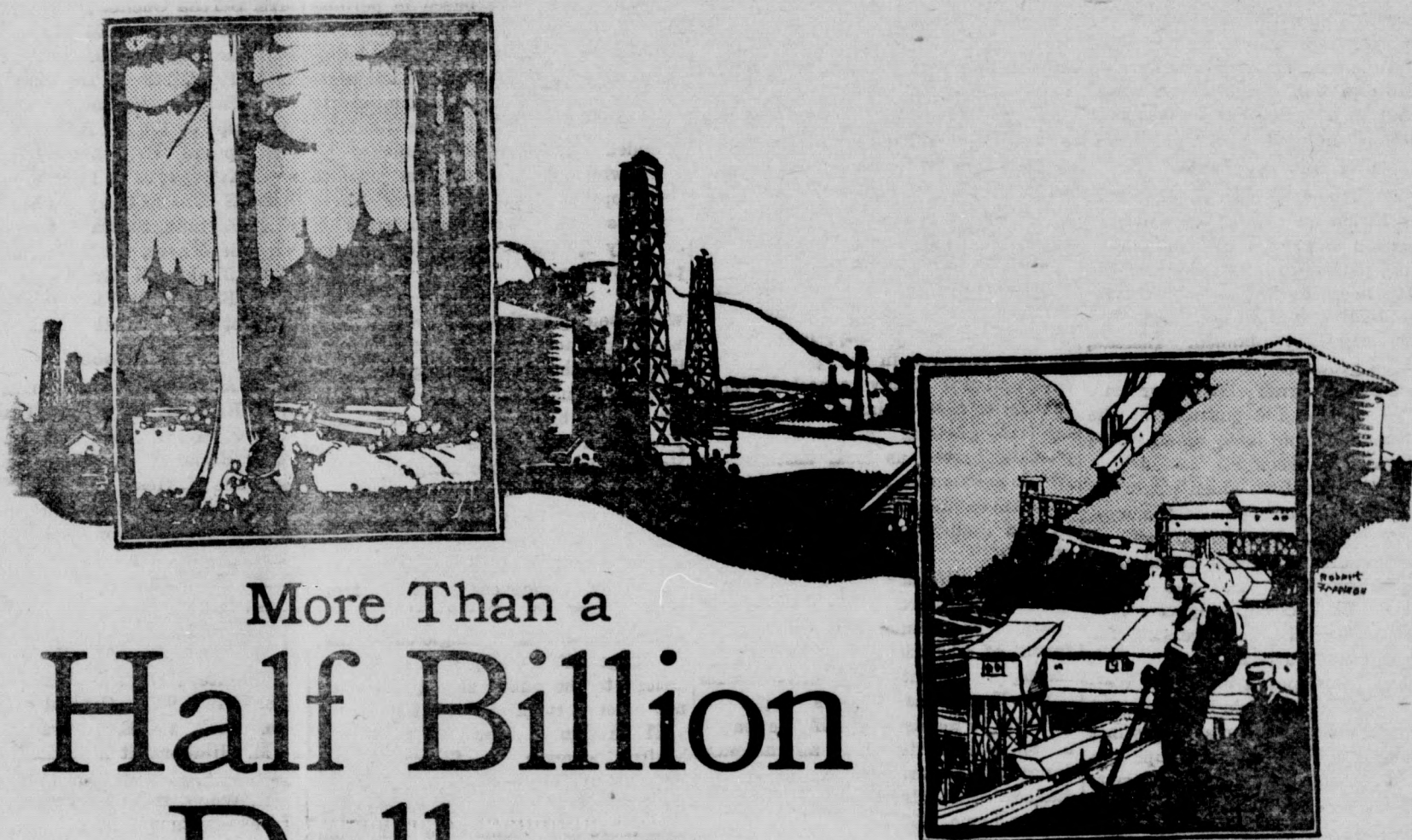
News Wantads bring results.

REDUCTIONS ON FINE STOCK OF CLOTHING

Elsewhere in this paper appears an advertisement of Wood Bros., Los Angeles Old Reliable Clothiers, who are re-organizing their business preparatory to taking into their firm, old employees who have served them and the public for the past sixteen years.

To effect this re-organization it becomes necessary to convert their high grade stock consisting of thousands of dollars worth of Adler-Rochester, Goodman & Huss, Sincerity and other nationally known makes of fine suits and overcoats into cash. To accomplish this drastic price reductions of 25 to 33 1-3 per cent have been put on the entire stock. We request our patrons to read their advertisement on another page of this paper and take advantage of this rare opportunity. This store is located at 317-319 W. 6th street, Los Angeles.

If you have anything to sell, rent or trade, put a wantad in the Sierra Madre News.



More Than a Half Billion Dollars Annually from California's Natural Resources

California has a large area in the Sierra Nevadas, much of it more than a mile above the sea. The towering mountains are vast storehouses of mineral wealth. Their streams provide enormous power.

On their slopes stand billions of feet of timber and some of the trees are older than any other living thing.

And dotted over California's surface are oil wells which pour out millions of barrels of "black gold" every month. Such is the natural wealth of this great Commonwealth.

California's Principal Minerals

In the days of '49 California became known as the "Golden State." She still leads in the production of gold, which is produced in thirty-two counties and exists in others. Last year the production of gold in California reached \$15,800,000.

But now many other minerals take their place with gold as sources of the State's wealth. More than one-fourth of the nation's output of petroleum last year came from California. Its value was \$182,400,000.

More plebeian, but contributing largely to our wealth, were brick, cement, building stone and crushed rock, which aggregated \$27,000,000.

And in lesser quantities we find that California's mineral production included also silver, copper, lead, zinc, quicksilver, platinum, natural gas, magnesite, salines, including borax, potash, salt and soda, and miscellaneous industrial minerals. California has the largest iron ore deposits west of the Missouri River.

The total value of all these products taken from California's natural storehouses last year was \$244,856,910.

Valuable Timber Resources

To the great wealth of minerals which California's bounty provides must be added \$90,000,000 for the lumber cut annually.

Great forests of white, yellow and sugar pine and fir sweep southward from the northern boundaries of the State to the San Jacinto Range. In the Coast Range are great forests of redwood.

California contains twenty National Forests, whose total area is more than 24,000,000 acres.

It is estimated that these National Forests contain 120,000,000,000 board feet of standing timber, mostly pine, redwood, fir and cedar. The value of this timber is \$250,000,000.

Water Power

And finally are tremendous and valuable resources in water power, partly developed and partly undeveloped.

It is estimated that there is available about 5,000,000 horsepower in California. This figure includes only the power which is now looked upon as practical—power which may be obtained by the type of plants which is now being installed.

About 1,250,000 horsepower has already been developed in the State and plans are now under way for the development of large amounts of additional power.

How You Can Serve Your State

This advertisement is one of a series of three, the first devoted to telling of California's agricultural wealth, the second to

California's natural resources, and the third to California's industries. These are facts of which you can well be proud.

Beautiful booklets and descriptive literature about California have been prepared by such organizations as Californians, Inc., San Francisco, by the All-Year Club of Southern California, Los Angeles, and by the San Diego-California Club, San Diego.

There are thousands of people in other states who have no conception of California's greatness. Some of them are your friends. Help us tell them.

If you will send to the Southern Pacific Company a list of the names and addresses of your friends, living elsewhere, whom you would like to have receive this series of advertisements as well as the California literature prepared by these organizations, which have for their sole purpose the advertising of California, we will see that your friends get this California literature.

Send Your List Today

Your friends will be glad to know these facts. The list of names you send us will be turned over to your own Chamber of Commerce or other civic organization, and literature will be sent telling them interesting facts about your own particular community.

Simply attach your list to the coupon below and send it to us—no obligation on your part. Do it today before you forget. In this way you will help to spread this message of California's greatness throughout the land and perform a valuable service not only to your State but to yourself and to your community.

CHAS. S. FEE, Passenger Traffic Manager

Southern Pacific Company,
Dept. 000, San Francisco, California.

Please send to the people whose names and addresses are attached:

1. This series of advertisements.
2. Booklets prepared by Californians, Inc., by the All-Year Club of Southern California, by San Diego-California Club.
3. Literature about this particular community.

Name.....
Street.....
City..... State.....

Southern Pacific Company

Send Your
List Today



**EAT
HERE!**

**REGULAR MEALS
SHORT ORDERS**

Equal to
HOME COOKING
Garrett's Cafe
28 N. Baldwin

The Child and the Book

By Christopher Morley

Last night, a warm clear summer evening, I took a stroll up a queer little street here in Philadelphia, in an odd tangle of forlorn brick alleys that lie off one of the oldest squares in the city. In the hush of the after-supper hour, with the blue dusk filtering up the channels of streets, and a burning fever of color still in the sky far overhead, I came upon a quiet, clean narrow byway of 2-story houses. They were very neat with woodwork painted white and tiny white marble steps on a little causeway of brick pavement. It was quite literally an alley—a place for walking, no thoroughfare for vehicles, as the space between the houses was not over ten feet wide. There was something about that tiny street that caught at my heart. Its humility and its pathetic cleanliness, its honest simplicity, the muslin curtains at the small windows, still showing the folds of the ironing; the box of geraniums at one

doorway; the little green pump in the middle of the alley where some urchins were playing in the overflow of water.

On the doorstep of one of these houses I found a little girl reading. She was, I guess, about nine years old. All round her, children were playing noisy games, but she was bent over her book, absorbed and carried away.

Like any honest bibliophag or—shall I say librovare—I can never see anyone reading a book without a passion to find out, by means foul or fair, what it is. So I stopped and said, "Well, Sister, what are you reading?" "A story," she said, looking up with a clear natural smile, not in the least frightened or abashed.

"What story?" I said. She showed me the book. It was "Fifty Old Stories Retold." I didn't see the name of the reteller, but the title of the story in which her small mind was swimming was "The Three Other Wise Men of Gotham." I knew there had been Three Wise Men of Gotham but these Other Three were new to me.

I was intensely eager to sit down beside her and read with her, but I was half afraid someone would come out of the house and think I was a kidnaper; and also my cursed shyness intervened. (I am always at a loss with children, unless I know them well.) So I went on my way, with the regretful feeling that I was missing a chance to look into the clear spring of a child's mind, and see reflected in that pure mirror the enchanting outlines of wonder and delight.

In the soiled little book she had shown me was the label of a Public Library, and I thought that nothing

could ever repay the people who founded and conducted that library for the service they were rendering. Here, in this poor little street, lost in the heat and strident clamor of a great city, a child had escaped from the cage, into the free and windclean open spaces, into fairy land.

Is there anything on earth more touching than a child reading? The innocence and completeness with which the child's spirit is rendered up to the book, its utter absorption and forgetfulness, make this a sight that always moves me strangely. A child does not read to criticize or compare, but just in the unsullied joy of finding itself in a new world. To see a youngster reading in the slums is to me the most subtly heart-searching experience I know. And behind every such child is the heart and brain of some teacher or librarian that made the book possible and put it into his hand. That is one thing that librarians do, and it is the greatest thing I know.

Royal Breezes



A Resolution That Will Last

THEY say of most New Year's resolutions that they should be packed in ice in order that they may keep until spring. Here's one resolution that, if you carry it out right away, will last for years.

"RESOLVED: That this afternoon I will buy a ROYAL Electric Cleaner and quit using the antiquated old broom and mop, and that with the extra time for enjoyment the ROYAL gives me, I will get outdoors and play like all normal people are supposed to do."

If you want to know why it should be a ROYAL rather than some other cleaner, ask your dealer why his machine is worth the most of ten years' service. His answer will spell ROYAL durability. Then run a ROYAL over a rug just "cleaned" by any other machine. The dirt you get out will tell a better story than a thousand words could.

Authorized

Exclusive

Royal

Dealer

Sierra Madre Elec. Co.
Sierra Madre, California

**ROYAL
ELECTRIC CLEANER**

GEO. A. OSWALD
"Realty—Service"
Real Estate, Insurance and Rentals
6 N. Baldwin Avenue Telephone: Blue 107

HAND LAUNDRY WORK
15 pieces 75c—extra, 3c each Flat work Ironed
Wet Wash Lace Curtains
MRS. C. K. BUTLER
PHONE RED 158

Radiant Heaters

FINISHED IN BLACK ENAMEL
AND
ANTIQUE COPPER

10 RADIANTS, Price \$24.00

WHY PAY MORE?

ROLAND ADAMS

OPPOSITE THE STATION

PHONE BLACK 8

12 N. BALDWIN



**Happy
New
Year**

and abundant prosperity
for
1923

**OLSEN'S
SHOE STORE**

Henry Olsen, Prop.
Green 38 34 N. Baldwin



Cut down the Fuel Bill

Fill a good oil heater with Pearl Oil. At the touch of a match you have a cheery, friendly heat for very little cost. And you can easily carry this comfortable warmth from room to room—wherever it is wanted—with no heat wasted in unused rooms.

Pearl Oil is economical. Every drop delivers real heat when and where it is needed. Pearl Oil is refined and re-refined by our special process, making it clean burning—no dirt—no smoke—no odor.

Sold in cans and in bulk by dealers everywhere. For your own protection order by name—Pearl Oil.

PEARL OIL
(KEROSENE)
HEAT
AND LIGHT



STANDARD
OIL
COMPANY
(California)

Chaffees
"WHERE CASH BEATS CREDIT"

It Pays to Buy by the Dozen

Look at these Bargains!

Canned Fruits

Del Monte Sliced Pineapple, 1s	17½c	doz.	\$1.90	Case	\$7.50
Honolulu Sliced Pineapple, 2s	24c	doz.	\$2.60	Case	\$5.15
Hillsdale Broken Slices Pineapple, 2s	25c	doz.	\$2.65	Case	\$5.25
Raymond Blueberries	30c	doz.	\$3.50	Case	\$6.80
New Life Apricots, No. 10 size	60c	doz.		Case	\$3.38
Spartan Peeled Apricots, No. 10 size	80c	doz.		Case	\$4.30

Dried Fruits

Prunes 80-90 Size, lb	12½c	25 lb Box	\$2.75
Prunes 40-50 Size, lb		5 lb Box	\$1.10
Fancy Black Figs, lb	25c	25 lb Box	\$5.60
Fancy Layer Figs, lb	30c	10 lb Box	\$2.50

Canned Vegetables

G. & S. Mammoth White Asparagus, 2½s	40c	doz.	4.35	Case	\$3.35
Empson's Cut String Beans, can	16c	doz.	\$1.80	Case	\$7.85
Iris Small Stringless Beans, can	34c	doz.	\$4.00	Case	\$6.00
De Luxe Asparagus Pack, Str. Beans	30c	doz.	\$3.15	Case	\$6.00
Climatic Small Limas	28c	doz.	\$3.10	Case	\$6.00
Miss Michigan Improved Kidney Beans	15c	doz.	\$1.75	Case	\$3.40
Kindergarten Ex. Standard Corn	15c	doz.	\$1.55	Case	\$3.00
Morgan Red Label Tiny Peas	32½c	doz.	\$3.60	Case	\$7.15
King Bird Sweet Wrinkled Peas	12½c	doz.	\$1.45	Case	\$2.85

Saturday Soap Special

Palm Olive Soap 7 bars 49c

Los Angeles Greatest Clothing Sale Suits and Overcoats

AT A SAVING OF

25% to 33 1-3%

Begins Thursday, January 4th

At 9 A. M.

Wood Bros., Los Angeles Reliable Clothiers for 20 years, are reorganizing their business—keeping apace with the progress of Los Angeles. We recently moved from our old location on Spring street to our new home—the finest clothing store in Los Angeles, 317-319 W. 6th street. Old tried-and-true employees who have helped to make this new home possible will be taken into the firm. To accomplish this end our stock must be converted into cash.

We have no old goods—no cheaply made goods—but only Adler Rochester, Goodman and Suss, Sincerity and other nationally known makes of America's finest clothes. These will be sold in many instances at prices that do not cover the wholesale cost in today's market.

SALE BEGINS

Thursday, January 4

At 9 A. M.

\$27.50 Suits and O'Coats	18.75	\$50.00 Suits and O'Coats	38.75
\$30.00 Suits and O'Coats	21.75	\$55.00 Suits and O'Coats	43.75
\$35.00 Suits and O'Coats	24.75	\$60.00 Suits and O'Coats	46.75
\$40.00 Suits and O'Coats	29.75	\$65.00 Suits and O'Coats	51.75
\$45.00 Suits and O'Coats	33.75	\$75.00 Suits and O'Coats	56.75

SALE BEGINS

Thursday, January 4th

At 9 A. M.

Wood Bros.

317-319 WEST 6th STREET

Next to Grauman's New Theatre

THE L. W. BLINN LUMBER CO.

Sash, Doors, Wall Board, Roofing Papers, Cement, Brick Lime and
Lumber for All Purposes

Phone Black 23

Sierra Madre California

BERGIEN, CABOT & SCHMITT Undertakers

Lady Attendant
Ambulance Service

Phone Main 27
304 W Central

Strickland's Feed Store Makes Prices
Get them from us—always the lowest
Hay, Grain, Poultry Supplies, Seeds, etc.

J. W. STRICKLAND

45 N. Baldwin

Phone Black 22

1923

WE TAKE THIS OPPORTUNITY OF THANKING OUR FRIENDS FOR THEIR GENEROUS PATRONAGE DURING THE PAST YEAR, AND HOPE TO MERIT A CONTINUANCE.

IT WILL BE OUR CONSTANT ENDEAVOR WITH RIGHT PRICES AND PROMPT SERVICE, TO MAKE IT TO YOUR ADVANTAGE TO

TRADE AT HOME

WE WISH ALL A HAPPY AND PROSPEROUS NEW YEAR.

Sierra Madre Hardware Co.

FRED GRIEBENOW, CHAS. KLUNK
WILL HULL

Awnings— Porch Curtains

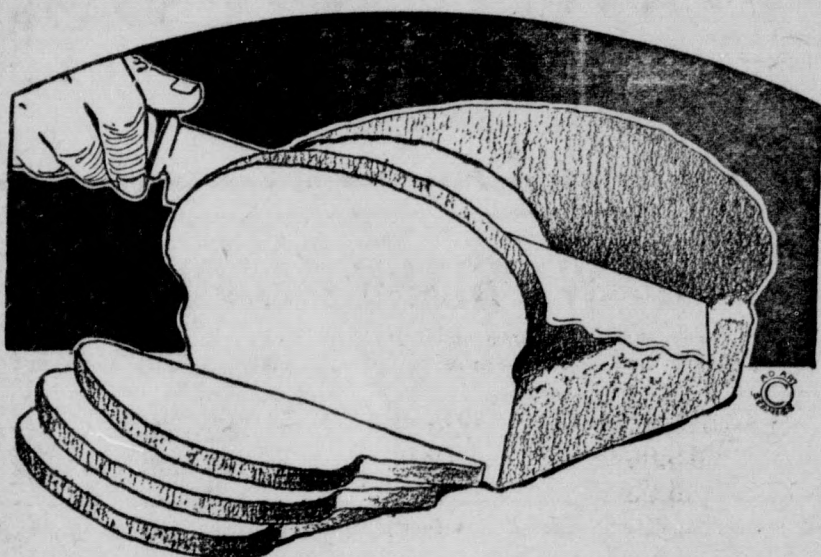
All kinds of canvass work to order—new jobs and repairs

Window Shades Curtain Fixtures

Couldn't your home be made several shades better?—Ask us.

Sierra Madre Paint and Paper Store

Black 48 37 N. Baldwin



Bread tastes mighty good

after a holiday festival packed with sweets.
Central Special Bread is best—absolutely.

Central Bakery

McELROY BROS.

MAIN 180 10 W. CENTRAL

SIERRA MADRE NEWS

Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif., under the act of March 3, 1879.

Subscription Rates
Three months75
Six months 1.25



One year \$2.00
Outside Los Angeles Co. 3.00
Three Year 5.00

Subscriptions payable in advance. All new subscriptions will be delivered at once and be entered as of the first of the month following the date on which the subscription was made. Old subscriptions will expire on the first of the month following the present expiration date.

Copy for change of advertisement must be in the office by 10 a. m. Wednesday morning. New advertising copy must be in the office by noon on Tuesday

NEW YEAR'S

Now that the new year is at hand, we all, quite naturally begin to think of resolutions we can make. Good resolutions are fine if carried out and do no harm if they are not so while we are to lay aside our bad habits or contract some good ones, we might as well make a few resolutions for the good of the community as a whole. Here are some suggestions that we believe the community as a whole will find profitable if put into effect.

1—Resolved: That we will, during the year 1923, work diligently and consistently for the upbuilding of our community spirit. That we will make an effort to get acquainted with our neighbors and try to make them like us.

2—Resolved: That during the coming year we will unite with the people of this community in any worthy effort to improve or beautify the surroundings. That we will not stand in the way of any forward movement in the progress of the place we have chosen for our home.

3—Resolved: That we will build and boost through the coming year, but in boosting we will not overlook the places where our community may be improved and will do what we can to improve them.

4—Resolved: That in getting needed improvements we will use our best efforts and will ever be found ready to do our part. That the saying, "Let George do it," will never be applied to us.

5—Resolved: That we will be good citizens of our community, state and country, and will accept the responsibility of citizenship cheerfully and will do what we can to be worthy of the trust.—San Gabriel Valley News.

Land values used to be based largely upon situation with regard to railways and street cars. Shipping conveniences for farm and industrial purposes, and walking distance for residence and retail business purposes were the deciding factors. Now the price of land varies inversely in proportion to the amount of gasoline required to reach it. Gasoline has been a great equalizer. The high priced land was formerly in comparatively narrow strips along the rail lines and spreading out to larger areas near intersections. The gasoline motor has filled up the territory between and served to equalize the whole. In many instances the peak value of land in a community has been pulled away from one long established by the old system to a new center built up by reason of the intersection of popular motor highways. It is an interesting field for observation and study.

Now that the anthems have been sung, let us remember that the promise of peace on earth had a condition attached. The promise is "to men of good will." It was not merely a statement that an unseen God somewhere was kindly disposed toward us humans. When the disposition of us and our neighbors toward each other becomes that of perfect good will, then and then only will the promised peace be realized. This applies equally to individuals and to peoples, to peace of mind and to peace between nations. And then only can we appropriately sing "Glory to God in the Highest."

SOME WEATHER! A lady walking down the street the other day remarked: "And to think it is Christmas! It does not seem real. Surely it can't be like this very often at this season." No, dear lady, only about 75 per cent.

If you are wondering what's wrong, just concentrate on the News puzzle contest. It may take your mind off your neighbor long enough for you to get a new point of view and find out what is right about him.

Here's hopin' Santa Claus treated you as well as you hoped he would. Even more—as well as you deserved.

WHEN IN NEED OF REAL GOOD MILK
Phone Green 115 or Green 62

MYRDELL DAIRY

Give us a trial, as we solicit your patronage
All Cows Tuberculin Tested

WE EXTEND TO ALL OUR
BEST WISHES FOR A MOST
HAPPY AND PROSPEROUS
NEW YEAR

Highest Quality

Lowest Prices

Sierra Madre Feed and Fuel Company

PHONE MAIN 50

97 MONTECITO

When Sickness Comes

you consult a physician and rely on his advice.

To be reasonably sure of the result your physician expects, you must have his prescription filled PROMPTLY and ACCURATELY with best quality drugs and chemicals exactly as prescribed.

Your Rexall Store is thoroughly equipped to give you the very best

Prescription Service

QUALITY of all ingredients—

SKILL in compounding by our REGISTERED PHARMACISTS and PROMPT DELIVERY.

Our method of double checking prevents the possibility of mistakes.

F. H. HARTMAN & SON

PHARMACEUTICAL CHEMISTS

The Rexall Store

25 N. Baldwin Ave

Phone Black 25

START RIGHT

Give the children a savings account—
and then see that a regular addition is
made to it every week or every month
through 1923.

The Sierra Madre Savings Bank

Commercial

Savings

OFFICERS AND DIRECTORS

H. E. ALLEN, Pres. C. S. KERSTING, Vice Pres.
W. H. INGRAHAM, Cashier
C. W. YERXA, C. W. FORMAN, F. H. HARTMAN
CHAS. S. KERSTING H. E. ALLEN



¶ Buy a new or used Ford on our easy payment plan. Why walk when you can ride in your own Ford? We have several good used Fords, priced from \$75.00 up. A small down payment and balance by the month.

¶ Come in and look them over and let us explain our payment plan.

¶ Prompt service is our motto.

Sierra Madre Garage

MILTON STEINBERGER

Main 110

37-39 W. Central

Oils and Greases
Vulcanizing

The Wonderful
McLaren Tires

NORM'S GARAGE

NORMAN V. MORRISON, Prop.

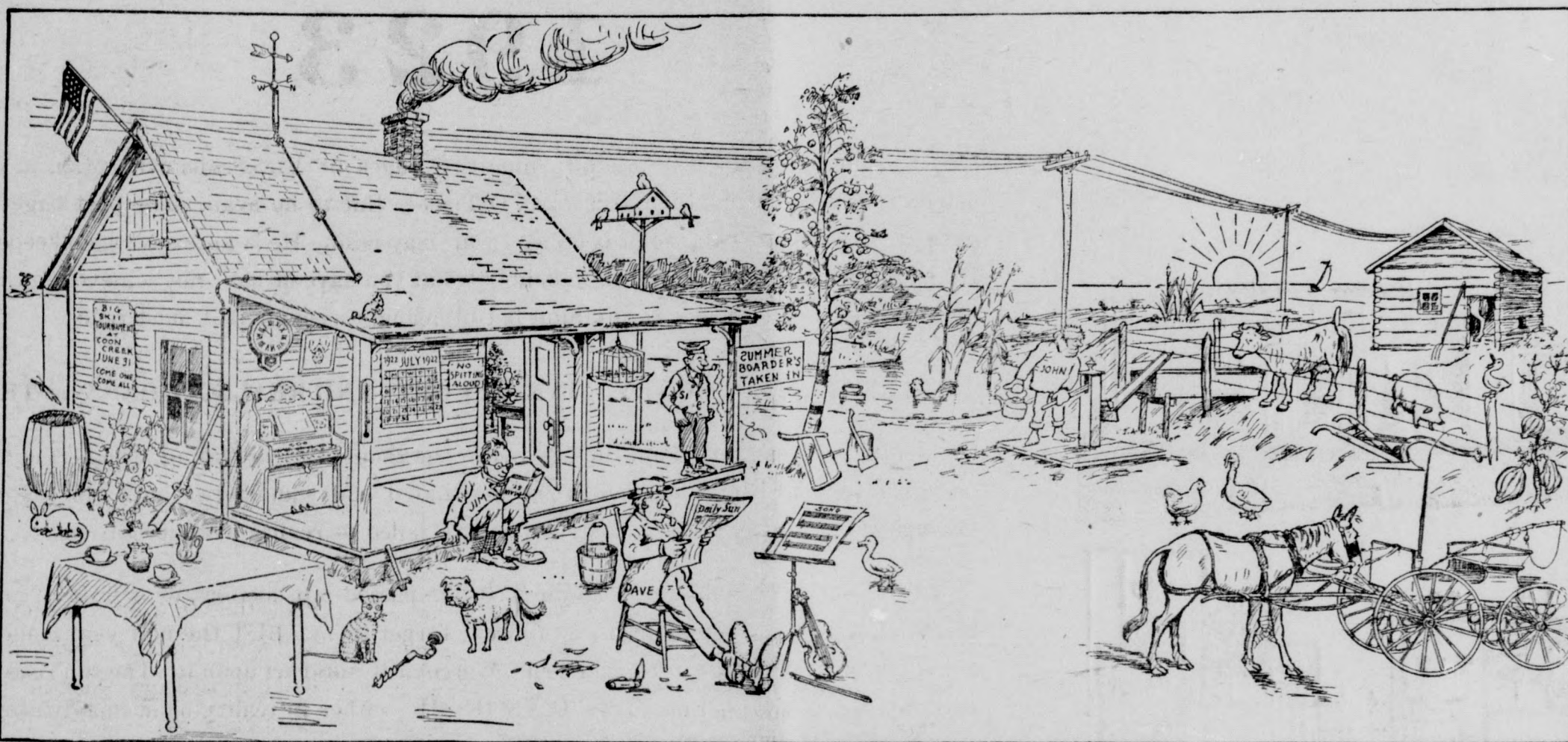
Magnetos, Lighting and Starting Systems Repaired
All Makes of Batteries Recharged and Repaired
Black 164 22 E. Montecito

THE NEWS' NEW PUZZLE CONTEST

What's Wrong with This Picture?

Are you a good observer? Have you good eyes and quick wits?
Here's your chance to try them out and

WIN A CASH PRIZE OF \$40.00



Copyrighted 1922, Eben E. Lawson, Willmar, Minn.

Contest Closes January 15, 1923

How many things in this picture can you find that are wrong? For instance you will notice that there are only 16 stars on the flag; that Uncle Silas has his hat on upside down; that the stable door is too low for the horse inside, etc.

Take a pencil and make a note of each thing that does not look right to you in the picture. This is not a guessing contest nor a game of chance, but a test of your skill as an observer. The News wishes to make it worth your while to send in your answer. In order to extend the circulation of the News we will give substantial prizes that will be well worth striving for.

COMPLETE RULES OF THE GAME

1. Anyone not an employee of the News or a member of an employee's family, may submit an answer. It is open to everyone and it costs nothing to join the club.

2. Answers must be handed in to the News office or mailed on or before Monday, January 15, 1923.

3. All lists should be written on one side of the paper only and each sheet numbered. The name and address of the contestant should be plainly written at the head of the lists. If you write about subscriptions or any other matter in your letter use a separate sheet for that purpose.

4. Make short notations of each thing you can find that is not right in the picture, and number each such notation 1, 2, 3, etc for instance, as follows:

1. Too few stars on flag.
2. No hoops on barrel.
3. Jim's tie upside down.
4. Barn door too low, etc.

Do not write long explanatory sentences. Make notations brief. The judges will know.

5. Contestant having largest list of "things wrong" wins first prize. Next highest second, etc. Should two club members tie for first place the sum of the first and second prizes will be divided between them pro rata according to their class. The next highest gets third, etc. If three should happen to tie for a prize, the same rule will apply.

6. In making the awards the lists will be considered solely on their merits. The judges will have at their disposal the puzzle-makers' master list of "things wrong" which will be their authority and which will govern their decisions. Irrelevant answers will not be considered.

7. Candidates may co-operate in solving the puzzle but only one prize will go to the members of any one household. When two or more persons have worked together on the puzzle only one will be allowed a prize.

8. All answers will receive the same consideration regardless of whether subscriptions were sent in or not.

9. The judges will be three reliable and well known residents of this community who are fully qualified for the task. Their decision will be final and each contestant agrees to abide by their awards.

You do not need a dictionary nor a high school or college education to solve this puzzle.

Just a general knowledge of common everyday things. In fact a young bright boy or girl is likely to win over the college professor in this game. So look sharp. To the one who can find the largest number of things wrong in the above picture we will give a prize of \$5.

Make out a list. You might win with little effort. It will cost you nothing to join this club. But we have decided that if you send us one new subscription, at \$2.00 a year with your answer and you should win, we will give a cash prize of \$10.00.

We will even go you one better than that. If with your winning list you send in five new yearly subscriptions we will make the prize \$25.00. See our list of prizes attached to this advertisement.

LIST OF PRIZES

	CLASS A	CLASS B	CLASS C	CLASS D	CLASS E
	If no subscription is sent in	If one new subscription is sent in	If two new subscriptions are sent in	If three new subscriptions are sent in	If five new subscriptions are sent in
First Prize	\$5.00	\$10.00	\$15.00	\$20.00	\$25.00
Second Prize	\$4.00	7.00	10.00	12.00	15.00
Third Prize	\$3.00	5.00	6.00	8.00	10.00
Fourth Prize	\$2.00	3.00	4.00	6.00	7.00
Fifth Prize	1.00	2.00	3.00	4.00	5.00

HERE YOU HAVE ALL THE CONDITIONS. NO "SPECIALS" ADDED LATER. YOU KNOW ALL THE CONDITIONS WHEN YOU BEGIN. NOW, ALL OFF TOGETHER

Address all communications to
Contest Editor of the News

An Extra Prize of
\$15.00
will be paid to the winner if
ten new subscriptions accompany
the answer.

DEC 1 1922



1923

Father Time is relentless in turning the pages of life's calendar. Man, in regret, often cries, "Backward, turn backward, O Time!" But to no avail. The past page of the old year is gone and Time holds it up that you may read. He is an expert bookkeeper, too. He makes no mistakes in writing indelibly what you have or have not achieved in the year just closing. Sometimes it is anything but pleasing, especially if it must read:

"TIME WASTED, MONEY GONE, EFFORTS AND REALIZATIONS WASTED."

Many a man started out the year with the thought of providing a home for himself and his loved ones. Instead, he has procrastinated and squandered until the last day of December fades away into the past, and he has failed to realize his expectations.

"The old year is dying—let it die." It has passed into history, or will do so in a few hours. Let it go. If you have made failures, forget them. BUT the new year comes with a bright vision of what can be achieved. Welcome it—and act upon it. The sun rises on the first day of the new year on YOUR OWN HOME—either in reality or in imagination—imagination that is backed by determination and all the energy you possess.

Possibly you dallied along last year with nothing to show for it, but—you will not so fritter away your time and resources in the new year. Instead of buying rent receipts that only provide mute evidence of what you might have done and didn't, you will accumulate canceled notes on your home, every one of which means so much more real wealth that is your very own.

Ah, it is an attractive picture the young year holds up to your gaze.

Are You Equal to the Opportunity?

Considering your income, your health and strength, and the inspiration engendered by wife and kiddies—OF COURSE YOU CAN—AND YOU WILL.

These citizens and firms have been watching you and hoping you would get out of the renting class by buying or building a home of your own. They are paying for this series of home-building articles to help to inspire you to action. They have retained the advice of home experts which is yours for the asking. Address all inquiries to "Home Building Editor" care of this paper.

CONTRACTORS & BUILDERS

T. M. WEBSTER
101 Bonita Ave.

E. C. NEWTON & SON
Corner Hermosa and Live Oak

GREER CASKEY
93 W. L

CONCRETE, STONE AND BRICK WORK

HARVEY H. STEINBERGER
529 West Mariposa

D. & J. BUCHAN
389 Sturdevant Road

HARRY RUSSELL
Brick, Tile and Plastering.
40 North Lima

REAL ESTATE, INSURANCE, ETC.

ANDREWS & HAWKS
27 North Baldwin

GEORGE A. OSWALD
6 North Baldwin

C. E. HOUSE
Sierra Madre Canyon Park

FERRIS & COOPER
22 North Baldwin

E. A. MILLER
Tract Owner and Subdivider
535 West Central

ELECTRICAL CONTRACTORS AND DEALERS

SIERRA MADRE ELECTRIC CO.
G. I. Farman, Prop.
Opposite P. E. Station

F. A. CLARKE & CO.
Margaret Moore, Mgr.
30 North Baldwin

MISCELLANEOUS

SIERRA MADRE SAVINGS BANK

IRVING N. WARD NURSERY
Nursery Stock, Trees, Shrubs, Etc.
Expert Landscaping Service
192 North Mountain Trail

SIERRA MADRE TELEPHONE AND TELEGRAPH CO.
O. E. Emley, Mgr.

J. D. TUCKER
Painter and Decorator
111 Suffolk Ave.

J. ODWARKER JR.
Trucking and Hauling
187 East Highland

THE L. W. BLINN LUMBER CO.
E. P. Bradford, Mgr.
East Montecito Ave.

M. A. DE TEMPLE
Plumbing Contractor
265 Mariposa

MATTESON MANUFACTURING CO.
General Mill and Cabinet Work.
Lamanda Park, Cal.

SIERRA MADRE HARDWARE CO.
Hardware, Plumbing, Paints, Glass.
31-33 West Central

SIERRA MADRE FURNITURE CO.
House Furnishings, Paints, Glass
87 West Central

SIERRA MADRE PAINT & PAPER STORE
Paints, Oils, Wallpaper Etc.
Retail and Contracting
14 West Central

ROLAND A. ADAMS
Furniture and House Furnishings
12 North Baldwin

RICHARDS & GOODWIN
Trail Grocery and Auto Park
502 Sturdevant Road

J. R. FORSHAW
Plumbing Contractor
371 North Adams

"Buy a Lot and Build a Home"



Give Them Comfort— the Most Satisfying Gift of All

The ideal gift for the family is one that will give everyone the greatest joy not only for this Christmas season but for many years to come.

Radiantfire means complete comfort—convenience—a real saving in money in Spring and Fall and a cheery fireplace you will use throughout the winter.

This marvelous gas fire gives you healthful radiant heat—prevents colds from stuffy rooms—makes a fireplace beautiful whether in use or unlighted.

There's a Model to Suit Every
Need and Every Pocketbook

SOUTHERN COUNTY GAS COMPANY

The Home of Standard Gas-Burning Appliances
16 W. Central Phone Main 117

LET US ASSURE YOU OF OUR
APPRECIATION OF YOUR
PATRONAGE DURING THE
PAST YEAR AND EX-
TO YOU OUR BEST
WISHES FOR A

HAPPY AND PROSPEROUS
NEW YEAR

Pettitt's News Stand

From every hand comes
evidence of greater and
more enduring prosperity
on this splendid New
Year's Day.

May each of you obtain
your fullest share.

CENTRAL MARKET

M. D. WELSHER

Phones—Groceries, Main 6; Meats, Main 97
Central and Baldwin

CONFUSION ABOUT ROAD RULES MADE CLEARER BY CLUB

Statement of Automobile Club Cor-
rects Erroneous Impressions Held
By Many Motorists Here

In an effort to correct confusion which apparently exists in the minds of large numbers of motorists, the legal department of the Automobile Club of Southern California has just issued a correct statement in regard to the right-of-way rule which now pertains on the boulevards and streets of this state.

According to official statements approximately 80 per cent of all accidents in which motorists are involved occur at street and road intersections. Collisions at intersections, say the club legal authorities, are attributed to excessive speed, incompetent handling of automobiles and to ignorance or utter disregard of the right-of-way rule.

This statement knocks in the head two erroneous ideas that are quite common, one of which is that an automobile on a regular boulevard or a main traveled thoroughfare in the city has the right-of-way over automobiles entering from side streets. This is not the rule. The other wrong idea is that an automobile that first enters the street intersection always has the right-of-way. This is not the correct test.

The California Motor Vehicle act makes no mention of street intersections, boulevards or main traveled thoroughfares. Instead it prescribes a rule with reference to right-of-way of vehicles at a point where their lines of travel intersect. Under this rule the operator of a vehicle approaching a cross street must first know whether any vehicles are approaching from his left. He must then quickly determine whether there is any danger of collision and at what point the vehicles will collide if they maintain their rate of speed.

If the driver on the right is closest to the probable point of collision, he has the right-of-way. The driver on the right also has the right-of-way if the two vehicles are the same distance from this point. If the driver on the right is further from the probable point of collision than the vehicle approaching from the left, then the vehicle on the left has the right-of-way.

ILLUSTRATED LECTURE

Dr. Harvey Hadlock will deliver his famous lecture, "The Cradle of Christianity," in the Congregational church on Sunday evening, Jan. 7. This lecture will be illustrated by specially fine pictures and should not be missed by anyone. A silver collection will be taken.

Neighborhood NEWS

Mrs. W. J. Thompson recently received news of the passing of her mother at Merville, Iowa.

The Modern Priscillas will meet on the afternoon of Thursday, January 4th, at the home of Mrs. J. N. Hawks, 80 East Grand View.

The Woman's Guild of the Church of the Ascension will meet on Friday afternoon, Jan. 5, at 2:30, in the new Parish House. A full attendance is desired.

Fulton McGrath of Superior, Wis., visited his cousin, Jack Mitchell, during Christmas. Young McGrath, only 14 years of age, is pianist with the famous Santry Band now appearing on the Orpheum.

Mr. and Mrs. W. S. Hull of 155 Santa Anita Court had as Christmas dinner guests Mr. and Mrs. M. W. Hull and Mrs. Virginia Holland of Los Angeles, Mr. and Mrs. C. W. Jones and daughter, Miss Virginia Jones.

Miss Muriel Tarr and Mr. Lloyd Tarr of 274 W. Montecito entertained about seventy-five friends on Wednesday evening in the Woman's Club house. It was a delightful holiday vacation affair, the guests including many student friends. Delicious refreshments were served, and the club house was charmingly decorated for the occasion. The hosts were assisted by their mother, Mrs. N. W. Tarr.

Fuerte Avocado Trees

CHOICE FIELD
GROWN

Priced at \$4 and \$5
\$6 and \$7.50

ORDER NOW

We Deliver



Shows 7:00 and 8:45

Saturday Matinee 2:30

Colonial Theater

PROGRAM FOR WEEK OF DECEMBER 31, 1922

Sunday, December 31, 1922

"AFFINITIES"

from the popular story by

MARY ROBERTS RINEHART

featuring

COLLEEN MOORE

and JOHN BOWERS

"Affinities" is a sparkling comedy love story of a married woman and a married man who think they are affinities, and of a number of other married men and women who join them on an "affinity" party. You can imagine some of the complications that develop.

Also International News and Fun From The Press

Monday and Tuesday, January 1, 2, 1923

WALLACE REID

—in—

"THIRTY DAYS"

A joyous rip roaring Wallace Reid comedy-drama. A picture built for laughs and thrills. The tale is a farcical one, of a chap whose intentions are always misunderstood and who upon one occasion goes to jail for thirty days in order to escape the consequences of one of his acts.

ALSO A GOOD COMEDY

Wednesday and Thursday, January 3, 4

"THE FACE IN THE FOG"

—with—

LIONEL BARRYMORE

and SEENA OWEN

"It takes a crook to catch a crook"—and when Boston Blackie, the best-loved crook character in all fiction, risks his life to nab a gang of international thieves and save a beautiful Russian princess—Then you can expect a whirlwind romance of hair-trigger thrills and excitement like this one.

ALSO A GOOD COMEDY

Friday, January 5

"WHITE SHOULDERS"

George Kibbe Turner's popular novel, presents

KATHERINE MacDONALD

in one of her finest roles—a girl offered in wife sale to two men and sought in love by a third. Beauty—Thrill—Romance—Drama—Great supporting cast headed by Bryant Washburn and Tom Forman.

ALSO A GOOD COMEDY

Saturday, January 6

HARRY CAREY

—in—

"THE KICK-BACK"

An enthralling tale of a lone, courageous cowboy beset by conspirators who covet not only his girl but his property as well.

ALSO A GOOD COMEDY

Our Clothes Quality Mark



NATURALLY our idea of starting the New Year right, would be to have every man in this neighborhood first doll himself up in new Brenwood Clothes.

¶ You'll admit it's a step in the right direction anyway, and there are some unusual Suits here at \$40 to \$50.

¶ But here's a Happy New Year, whether you buy the clothes or not.

Brenwood
155 E. Colorado

PASADENA

WISHING YOU A

HAPPY AND PROSPEROUS

NEW YEAR

AND THANKING YOU FOR PATRONAGE AND

GOOD WILL IN THE PAST

C. M. Nomura

Main 46

Bank Building



VICTOR RECORDS

EASTMAN KODAKS

VICTROLAS

STATIONERY

WATERMAN'S IDEAL FOUNTAIN PENS

KODAK DEVELOPING and PRINTING

EVERSHARP PENCILS

POHLSON GIFTS

Woodson F. Jones

"Just Around the Corner"

31 North Baldwin

Black 75

Jack Rower

Earl Topping

WE HAVE A SPECIAL NEW
YEAR'S SALE ON ALUMI-
NUM KITCHEN WARE

98c

Sierra Madre Furniture Co.

Main 136

87 W. Central Ave.

The SIERRA MADRE PRESS
Is PREPARED TO HANDLE

YOUR PRINTING

Bring us your orders for printed mat-
ter of every description.

First Class service guaranteed, and at
reasonable prices.

No job too large or too small for care-
ful attention.

First Class printshop equipment and
high grade workmanship at your
service.

Let us plan with you when you want
some advertising matter. We will
be glad to help you in any way we
can and deliver the completed article
to you.

CARDS
DODGERS
RECEIPTS
ENVELOPES
BILL HEADS
STATEMENTS
LETTERHEADS
WINDOW CARDS
CIRCULAR LETTERS
(Typewriter Type)
POSTERS
FOLDERS
BOOKLETS
SALE BILLS
NOTE HEADS
INVITATIONS
BLANK FORMS
ANNOUNCEMENTS
ADVERTISING MATTER
(We'll help you plan it)

SIERRA
MADRE
PRESS Inc

Short Items of Local Interest

Mary Young is spending the holi-
days at the home of her uncle, Dr.
Ward of El Monte.

Angus Murray, who has spent the
past year in Glendora, returned this
week to Sierra Madre.

Mrs. A. J. Mueller of Pasadena was
a guest of her mother, Mrs. Mamie
Marsh of Victoria Lane, during the
holiday season.

Mr. and Mrs. Wilbur L. Gilliland
and sons of Santa Barbara came down
to spend Christmas week at the Lord
and Caskey homes.

Mr. and Mrs. E. W. Camp of Holly-
wood, Mr. and Mrs. Laurance Nourse
and infant son of Arvin, and Mr.
Charles Camp of Berkeley, were the
guests at the home of Mr. and Mrs.
Clinton Nourse on Christmas Day.

Robert J. Wark of Victoria, B. C.,
is spending his semi-annual vacation
with his family in their home on N.
Adams St. Mr. Wark is a member of
one of the oldest families in Victoria.

Mr. and Mrs. Lionel Johnson of Los
Angeles were Christmas dinner guests
of Mr. and Mrs. Dennis Stovall at
their home on Park Place. Mr. John-
son is one of the "star" reporters on
the Los Angeles Examiner. He and
Mr. Stovall were classmates at the
Oregon Agricultural College a quarter
of a century ago.

Mrs. Henry Bourne entertained at
dinner on Monday at her home on
north Auburn, and Grand View ave-
nues, complimenting her nephew, Mr.
Frances Bourne, of British Columbia.
Her mother, Mrs. William Miller
shared the honors as Christmas day
marked her birthday anniversary.
Others present were Mr. and Mrs.
Dwight Ross, Mr. and Mrs. W. J. Mil-
ler and William and Allie Miller.

FIRST DEGREE IS
CONFERRED BY LODGE

Sierra Madre Lodge No. 408, F. &
A. M., conferred the Entered Appren-
tice Degree of Masonry upon Forrest
A. Owen at the Tuesday night meet-
ing. Next Tuesday night is the date
for the January stated meeting.

NOTICE OF LIQUIDATION

The First National Bank of Sierra
Madre, California, located in the State
of California, is closing its affairs.
All note holders and other creditors
of the association are therefore here-
by notified to present the notes and
other claims for payment.

H. E. ALLEN,
Cashier.

Dated, November 4th, 1922. 6-13

Not a Volcano; Forest Fire



THIS isn't a volcano in eruption.
It's a forest fire, working its
way up a mountainside. Such
fires destroy, on an average, from
seven to ten million acres of timber
in the United States every year.
The money loss is enormous. The
lower picture was taken in the wake
of the recent fire in the Cloquet dis-
trict, which, besides the damage it
did to timber, cost a considerable
number of lives.

Mr. and Mrs. George P. Rikeman
of 29 W. Live Oak have as house
guests Mrs. J. N. Munson of Long
Island and Louis Emri of U. S. S.
Oklahoma. They had also as Christ-
mas dinner guests Mr. and Mrs. Jack
Landon of Los Angeles.

The primary department of the
Congregational Sunday School enter-
tained the parents of the children with
a delightful Christmas program and
party under the direction of Mrs. Ru-
dolph Hartman and the teachers, Mrs.
Karicofe, Mrs. Telford, Mrs. Buie,
Mrs. Wheeling and Miss Christine
Snell, assisted by Mrs. Conklin, who
took charge of the decorating. A pro-
gram of songs and stories, the filling
of the "Manger" with gifts for those
less fortunate, and the distributing of
gifts from the Christmas tree preced-
ed delicious refreshments of ice cream
and home-made cookies.

WANTADS

The rate for all want ads is ten cents
a line, payable in advance. Only
copy furnished by regular adver-
tisers or people carrying accounts
with us will be printed without ad-
vanced payment, as the amounts are
as a rule not of sufficient size to
warrant accounting and collection
costs.

TUBERCULOSIS treated at home.
30-day trial treatments free to 100
people. If interested, write promptly.
Thompson Inhalant Co., 1227 Ave. D
San Antonio, Tex. 43-16*

WANTED—Papers and magazines, I.
B. Goldberg. Black 142 2-tf-c

STORAGE by the month for all kinds
of goods. Roland Adams. 8c-tf

DRIVING TO Los Angeles, 9 a. m.
daily. Enclosed car. Several pas-
sengers, 30 cents each. Red 135. 10c-tf

WANTED—1000 people to order their
plumbing and gas fitting of M. A.
DeTemple, 265 Mariposa avenue. Red
163. 11c-tf

THE MOUNTAIN GLEN Healthator-
ium is now operating under new
management. Creditors are requested
to present their bills. Roland E.
McNeely, P. O. Box 105. 11-14*

FORCED TO SELL my home in Sierra
Madre at a sacrifice. 4 rooms sleep-
ing porch, dressing room, shower bath,
fine fruit, garden, lawn, store house
and chicken house. No agents, 144
Pearl St., Eagle Rock, Calif. 11-tf

PIGEONS for Christmas, make fine
gifts. Buff Carnoos and English
Runts. Good breeders. W. P. Caley,
233 Ramona ave. Phone Black 132.
12-13c

WANTED—Woman would like home
and some compensation for helping
with housework. 537 Auburn. 13c

LOST—Suitcase, from auto, Thursday
morning, containing clothing, keys
etc. Finder please notify S. M. Kari-
cofe, Phone Red 172. 13c

LOST—Tues., Dec. 19, in Sierra Ma-
dre or vicinity, brown travelling
bag containing 1/2 dozen silver spoons,
desert glasses and other articles. Find-
er please return to Mrs. H. I. Hawx-
hurst and receive reward. 113 Bonita
Ave., Phone Plub 143. 13c

FOUND—Eastern Star pin. Inquire
at News office. 13c

FOR SALE—Fat ducks, 25c per lb.,
picked. Laying hens and pullets.
610 W. Highland. 13*

WANTED—Good home for three full
grown kittens. Healthy and good
mousters. Phone Red 18, or call at
258 N. Mountain Trail. 13c

FOR RENT—Sleeping room, with
board if desired. 180 N. Mountain
Trail. 13*

FOR RENT—For ladies, furnished
rooms with housekeeping privileges.
No tuberculosis. 25 Olive St., Phone
Blue 30. 13*

FOR SALE—Large wooden boxes 15c
each. Also large wooden barrels
10c each. Free delivery. 144 San Gab-
riel Court. 13*

FOR SALE—Steinway upright piano,
good as new. Violin with case.
Singer cabinet sewing machine, used
but little. Sold separately at a bar-
gain. Telephone Main 152. 13*

PIANOS FOR RENT—A practically
new upright, \$5 per month; also
good second hand upright, \$3 per
month. A. N. Adams. 13-14c

WANTED—To fill your empty lamp
sockets with Western Electric Mazda
Lamps. Claude Vedder, New Electric
Store. Phone Black 48, 22 W. Cen-
tral. 13c

FOR RENT—Pleasant modern sleep-
ing room. Breakfast if desired. 276
Santa Anita Court. 13c

FOR SALE—Four cylinder Cadillac
touring car in fine shape. New tires
\$350.00. Call Sierra Madre Black 99.
13*

NORRIS

ESTABLISHED
1887

Your Nearest Spartan Store

January White Sale!

THIS, OUR THIRD ANNUAL WHITE SALE,
WILL CONTINUE FOR FOUR WEEKS,
DURING JANUARY, CHANGING OUR
SPECIALS EACH WEEK, WITH BIG
SAVINGS FOR YOU.

Specials for First Week Starting January 2nd

Blue Stem
Soda Crackers
Snow White
fresh, crisp and flaky
Special at
14c lb
for one week

Blue Stem
Snow Balls
A dainty, fluffy, de-
licious cookie, that
just melts in the
mouth.
Special at
34c lb
for one week

White Kentucky
Wonder
Dried Beans
You will like them
baked
Special at
4 lbs 25c
for one week

Table Salt
The two-way package
it sprinkles or runs
free.
Special at
10c
for one week

Macaroni —
Spaghetti —
Vermicelli —
Special at
4 pkgs. 25c
for one week

20-Mule Team
Borax Soap Chips
large package
Special at
30c
for one week

White Enameled
Coffee Pot
Triple Coated
3 quart
Special at
\$1.00
for one week

White Enameled
Wash Basin
Triple Coated
14 1/2 inch
Special at
85c
for one week

Turkish Bath Towels
Full bleached all
white
18 1/2 x 39 inches
Special at
23c
for one week

Women's Handker-
chiefs
Pure Linen, Embroi-
dered
Special at
2 for 25c
for one week

White Fabric Tablets
Note or Letter sizes
ruled or unruled
Special at
12c
for one week

White Paper Napkins
Cloth finish, 18x18
inches
The napkin de luxe
Special at
20c pkg for 15c
for one week

PLANT GARDEN NOW

January is a Big Planting month. Conditions
this season are especially favorable for plant-
ing of flowers and vegetables. We have just
received a good variety of vegetable seeds in
bulk, which you can buy much cheaper than
package seeds.

White Onion Sets Special at 15c lb.

Lawn Grass, White Clover and California
Poppy Seed in bulk

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE

Phone Black 12

291 West Central